Permit #F00041053

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00041053 **Type of Permit:** FILMING **Release Date:** 06/17/2011

Production Company MJZ DBA MORTON JANKEL ZANDER

Insured Company Name MJZ DBA MORTON JANKEL ZANDER

Contact Phone No. 1 310-826-6200
Contact Phone No. 2
Fax
Address 2201 CARMELINA AVE
LOS ANGELES, California 90064

Production Title KELLOGG'S FROSTED FLAKES

Type of Production Commercial - Standard

Producer Mark Conley

Director Ray Dillman

1st AD Chuck Connor

Production Manager Andrew Colon

FilmL.A. Coordinator Hans Groszkruger

Location Manager James Perkins
Primary Phone Office - 310-826-6200
Secondary Phone Mobile - 310-463-4262

Location Assistant na na
Primary Phone Office - 555-555-5555
Secondary Phone

Fees

Posting 300	$69.00
Posting Max	$483.00
Notification Charge	$230.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,492.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00041053	**Location Manager**	James Perkins
Production Company	MJZ DBA MORTON JANKEL ZANDER	Primary Phone	Office - 310-826-6200
Insured Company	MJZ DBA MORTON JANKEL ZANDER	Secondary Phone	Mobile - 310-463-4262
Production Title	KELLOGG'S FROSTED FLAKES		

Location Address 5100 Woodley Ave, Los Angeles, CA

Location Type Private Residence

Film Dates 6/18/2011 - 6/19/2011 07:00 - 22:00 2 days

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Jim Perkins 2010 MJZ letter165.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	6
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	4
Crew	50
Spot Check	1

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 561 **Grid:** g4

Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez

Parking
Base Camp
Location Type : Filming Location
Crew Parking
Location Type : Filming Location

Posting "No Parking" signs E/S Woodley Ave., Morrison St., to Otsego St. (equipment overnight parking)

Approximate Footage 0 - 300 **Log Number** 17580

Date(s) 6/18/2011 to 6/19/2011 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs E/S Collett Ave., Magnolia Blvd. south to dead end

Approximate Footage more than 1800 **Log Number** 17580

Date(s) 6/18/2011 to 6/19/2011 **Time(s)** 07:00 to 22:00

NOT A PERMIT

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Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of MJ2 ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

11-15-10

Principal = Name of Company

Denise Wheeler
Film Permits Unlimited Inc.
Phone (818) 347-9929
Fax (818) 347-9784
Pager (818) 420-7052

Please sign and fax back

= MJ2

Name of Principal

By: James Perkins
Representative's Signature

JAMES PERKINS
Print Representative's Name

PRODUCER
Representative's Title

34½ WAVECREST AVE.
VENICE, CA 90291
Principal's Address

310 392 6622
Principal's Telephone

NO PERMIT